

See who gets the \$27.50 in Prizes Awarded to Those Writing Advertisements on This Page. Name of Successful Contestant Appears at Bottom of Each Ad.

To See Better See Us

If your eyes tire; if your vision blurs; if your mind refuses to follow the story—it is time you had glasses.

No One Is Better Able to Supply the Right Glasses Than We Are.

If your child is backward in school; if he hates to study; if you find him frowning or cross-eyed; or if you have the faintest suspicion that his eyes are not just as they should be—take him AT ONCE to SEGALL. If glasses are needed, he will fit them correctly; if they are not needed he will tell you so.

SEGALL will give your eyes what others cannot—COMFORT, CONVENIENCE AND LENS EFFICIENCY.

Need Glasses? :: Ask Segall

Segall Optical Company

230 Mesa Avenue

Written by J. B. Newbrough.

Learn The TRUTH

About the INCREASING annual dividends to policyholders of The UNION CENTRAL LIFE Ins. Co. Don't be led astray by non-essentials. The REAL net cost is not to be determined by ONE YEAR'S payment alone.

HUNDREDS of Texas people KNOW that their insurance in this Company costs LESS each year—that their DIVIDENDS go on AFTER their policies are "paid up."

They KNOW, too, that this Company remained in the State at the time many others withdrew—and has MILLIONS of dollars invested in the state—MORE than ANY OTHER LIFE INS. COMPANY in the World. SIX MILLION, ONE HUNDRED thousand dollars! "Talk with Tyndall" and learn more about this splendid Company BEFORE you decide.

J. J. TYNDALL, District Manager

Phone 2136.

409 American Bank, El Paso.

Written by Miss E. T. Baxter, Auditing Dept. E. P. & S. W. R. R.

A Man is What He Feeds On

The better his food the better is the man who eats it. A man who wishes to be healthy will buy his foods where he knows he will get them pure and high grade, and our reputation in this line is unquestioned. Our Delicatessen Department will eliminate the dread of Summer, and supply you with a different menu every day—prepared in a perfectly sanitary kitchen by our expert chef.

NATIONS MEAT AND SUPPLY CO.

220 Mesa Ave.

Written by T. A. Muirhead, Tucumcari, N. M.

"El Toro" Brand
Cement

IS THE

"Tie That Binds"

Structures Built of This Material are More SOLID THAN STONE

Our Product is helping to make this a CEMENT AGE.

Lasting Monuments, including the Mills Building, Attest the High Quality of Our "El Toro" Brand.

HELP TO MAKE A GREATER EL PASO BY PATRONIZING A HOME INDUSTRY

Southwestern Portland Cement Co.
El Paso, Texas

Written by W. D. Hornaday, Austin, Texas.



Visit Billings Bros. Piano Co.'s

New Piano and Victor Talking Machine Store

Examine the Pianos especially built for this climate. Notice the very low prices and liberal terms. ALSO

You are most cordially invited to attend the weekly recitals given in our Recital Hall upstairs.

Drop in any time to hear the Victrola and new records.

Billings Brothers Piano Company

218 Texas St.

Written by Grace Wilson, 262 N. Florence.

Opp. Calisher's.

Made to Your Measure **\$15**

A Tailored Suit!—How Can You Afford Not to Investigate?

When we can give you the most varied and complete assortment of styles in all models and in all the new fabrics at the ONE PRICE OF \$15 A SUIT. REMEMBER we are TAILORS—not "agents."

Every garment we turn out is made by Union Tailors in sanitary shops.

The REASON we can sell you an A No. 1 tailored suit, Union Made at this REMARKABLE price is that we own our own mills. From mill to you—all middlemen's profit cut out; and we have a chain of stores extending from coast to coast. Such SYSTEM reduces fully 80 per cent of the expense that the LOCAL TAILOR is burdened with—which in turn he puts onto the price of the suit he sells to you. YOU PAY THE BILL OF SMALL BUSINESS.

YOU'LL BE DELIGHTED WITH YOUR SUIT

We guarantee to cheerfully refund your money if you are not perfectly satisfied in Style, Fit and Workmanship.

LET YOUR SUIT BE MADE TO YOUR INDIVIDUAL MEASURE BY

Dundee WOOLEN MILLS

Our Store 319 San Antonio St. Opposite Stanton St.

Written by J. B. Newbrough.

Square-Dealing Made Us

Quality Sustains Us



Tuttle Paint & Glass Co.
210-212 North Stanton Street

PAINT FACTORIES:
El Paso, Texas
Juarez, Mexico

Written by J. B. Newbrough, El Paso, Texas.

Just So It's a Diamond

SOME people are satisfied just so they have a diamond, regardless of its quality. To save a few dollars they will let the dealer sell them an imperfect stone—the kind we would not have in our store. Stones that are irregular in shape, imperfectly cut, spotted, cracked or otherwise flawed. We cater to a more fastidious and exacting class of patrons—people who want only the BEST, and for years we have endeavored to educate diamond buyers up to this standard and we have shown them clearly the wisdom of buying perfect diamonds. Every stone we sell is guaranteed to be perfect.

Silberberg
TEXAS & MESA

"The mere thought of buying a diamond should suggest Silberberg's."

Written by C. C. Tobias, 219 So. Campbell, El Paso, Texas.

Personality of Voice

Bridges Business Cements Friendships

Conversations on almost any subject is of the satisfaction kind when the

Long Distance Telephone is Used

It is one of the great recognized conveniences of modern times.

We Offer You Up to Date LONG DISTANCE SERVICE to

Las Cruces
Douglas
Tucson

Santa Fe
Roswell
Bisbee

ECONOMIZE: Send your voice instead of your body.

The Tri-State Telephone Co.

C. E. Stratton, Gen. Mgr.

Written by W. D. Hornaday, Austin, Texas.

Plant Flowers From El Paso Greenhouses

The plants are more certain to live and be thrifty than if mailed or expressed in for hundreds of miles.

Besides every day you delay in starting now increases the loss from summer heat.

Again—we give you practical information in regard to planting.

And again—you keep El Paso money in El Paso.

Come in and talk it over.

Potter Floral Co.

MILLS BUILDING.

Fountain Drinks and Choice Candies, Same Store.

Written by H. W. Spear.



RESOLVED:—
THAT BUSTER BROWN BREAD IS BECOMING AS FAMOUS AS I AM.
(SIGNED)
BUSTER BROWN

Seven Good Reasons:

- I.—Strictly Sanitary Bake Shop.
- II.—Skilled workmen of long experience.
- III.—Only high class ingredients used.
- IV.—Latest practical machinery.
- V.—Specially constructed ovens.
- VI.—Uniformity in Making and Baking.
- VII.—Every loaf in a Sanitary oiled paper wrapper, germ and dust proof.

PHONE ANY EL PASO GROCER. ALL SELL IT.

Potter BAKING COMPANY Potter

Written by H. W. Spear.